



HORTGRO

Growing Fruit IQ

**POMEGRANATE
INDUSTRY OVERVIEW**

October 2022

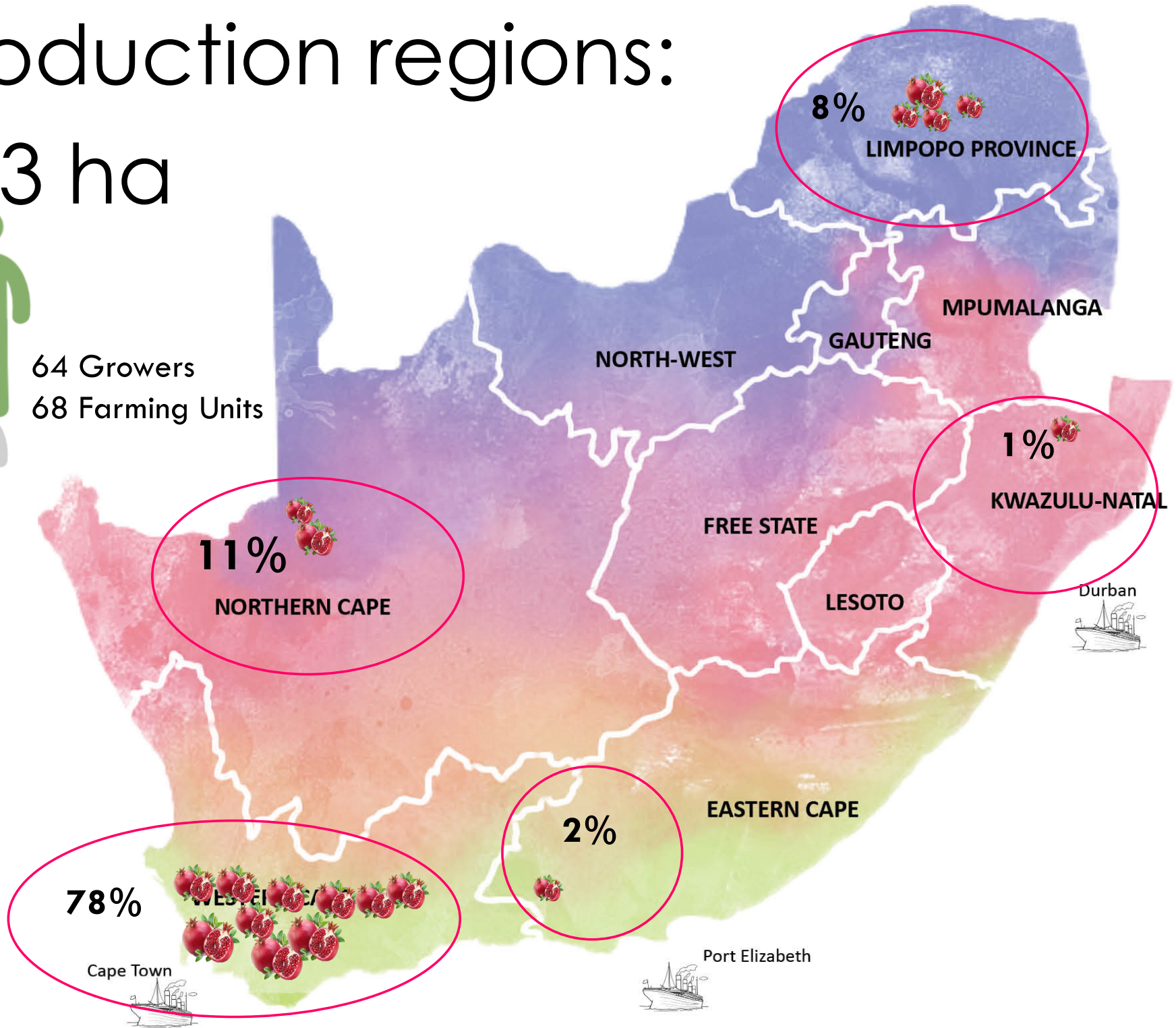
Nina Viljoen

Production regions:

963 ha

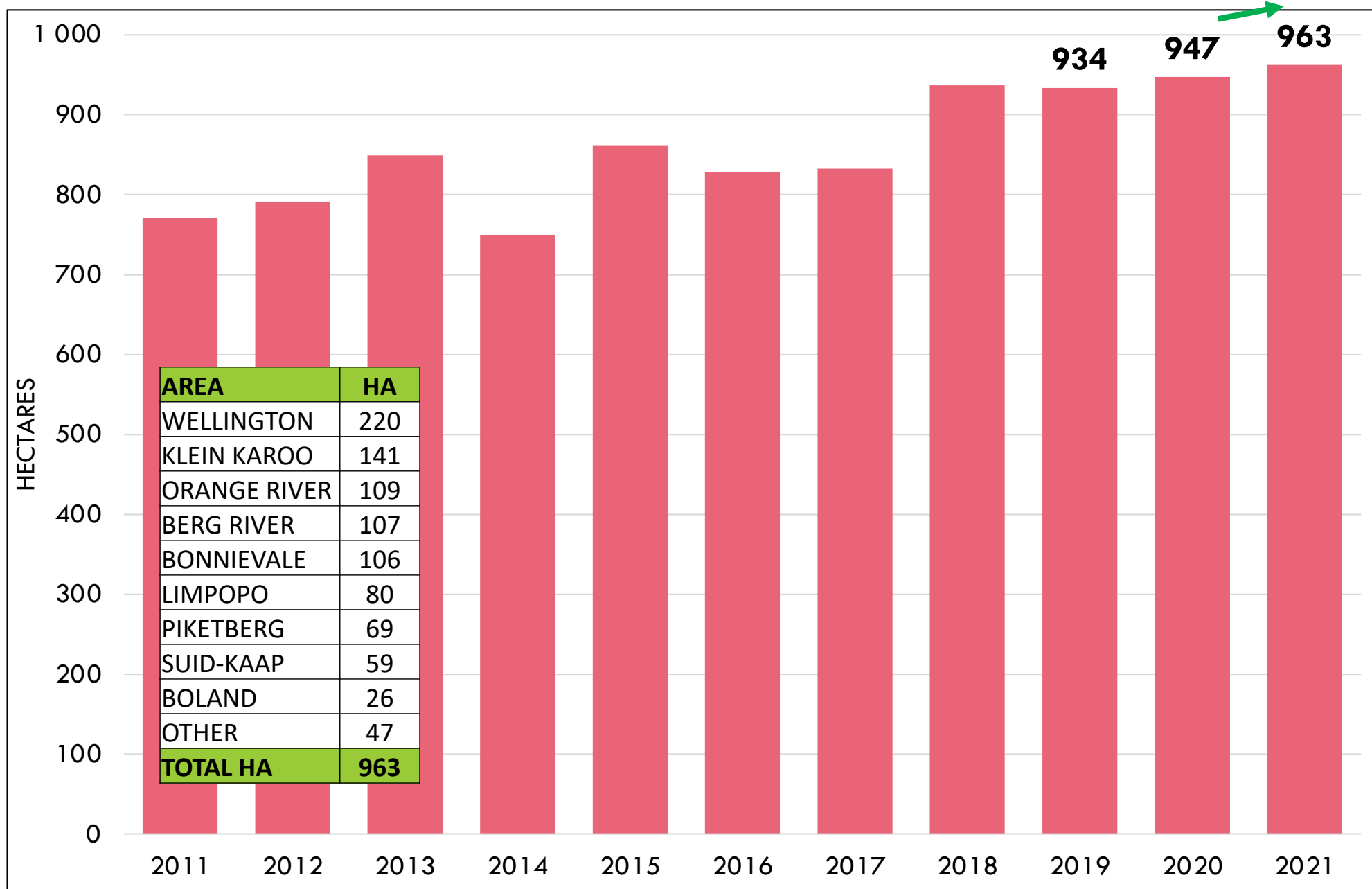


64 Growers
68 Farming Units



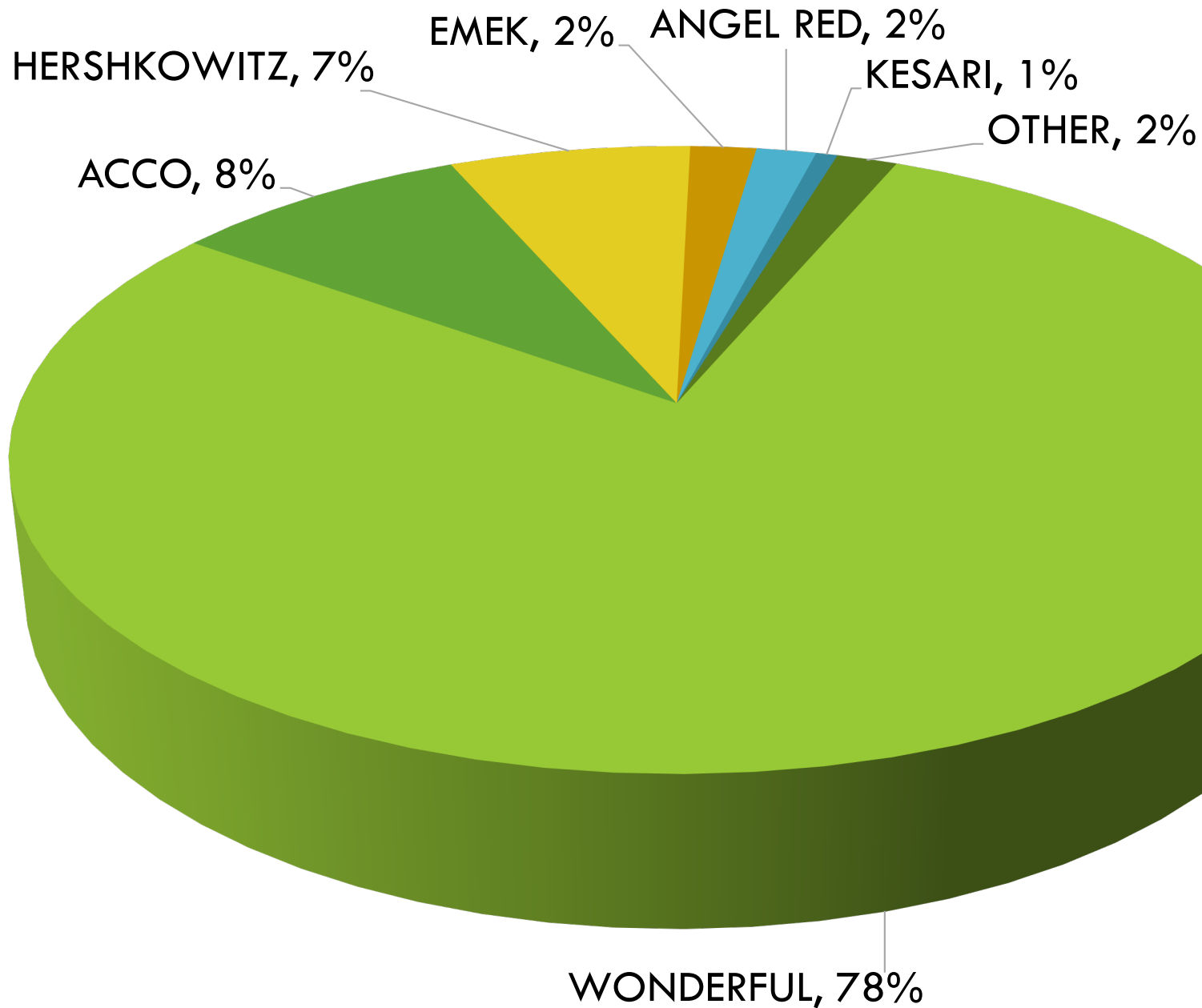


Total Area Planted (ha)



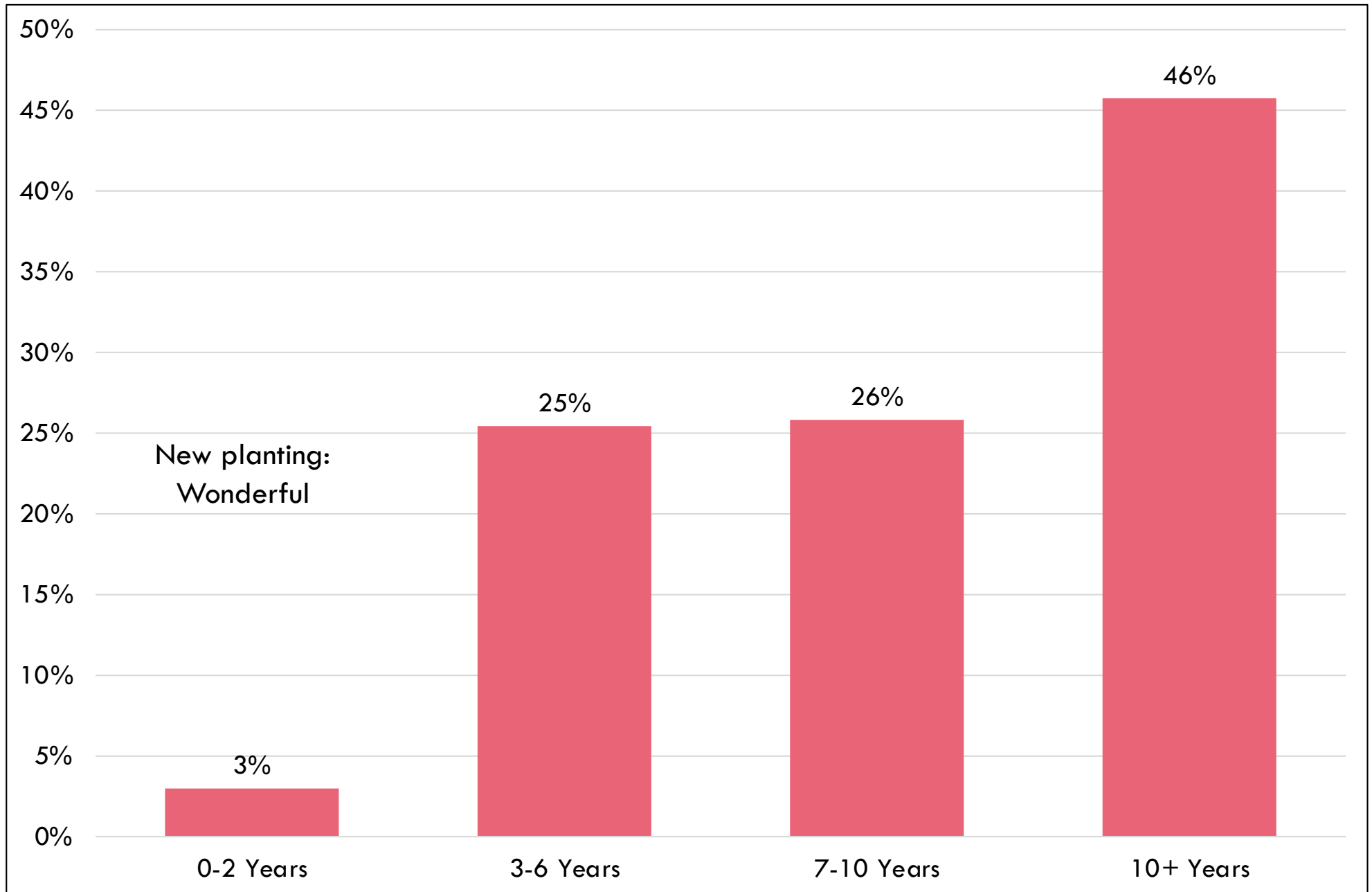


Cultivar Distribution



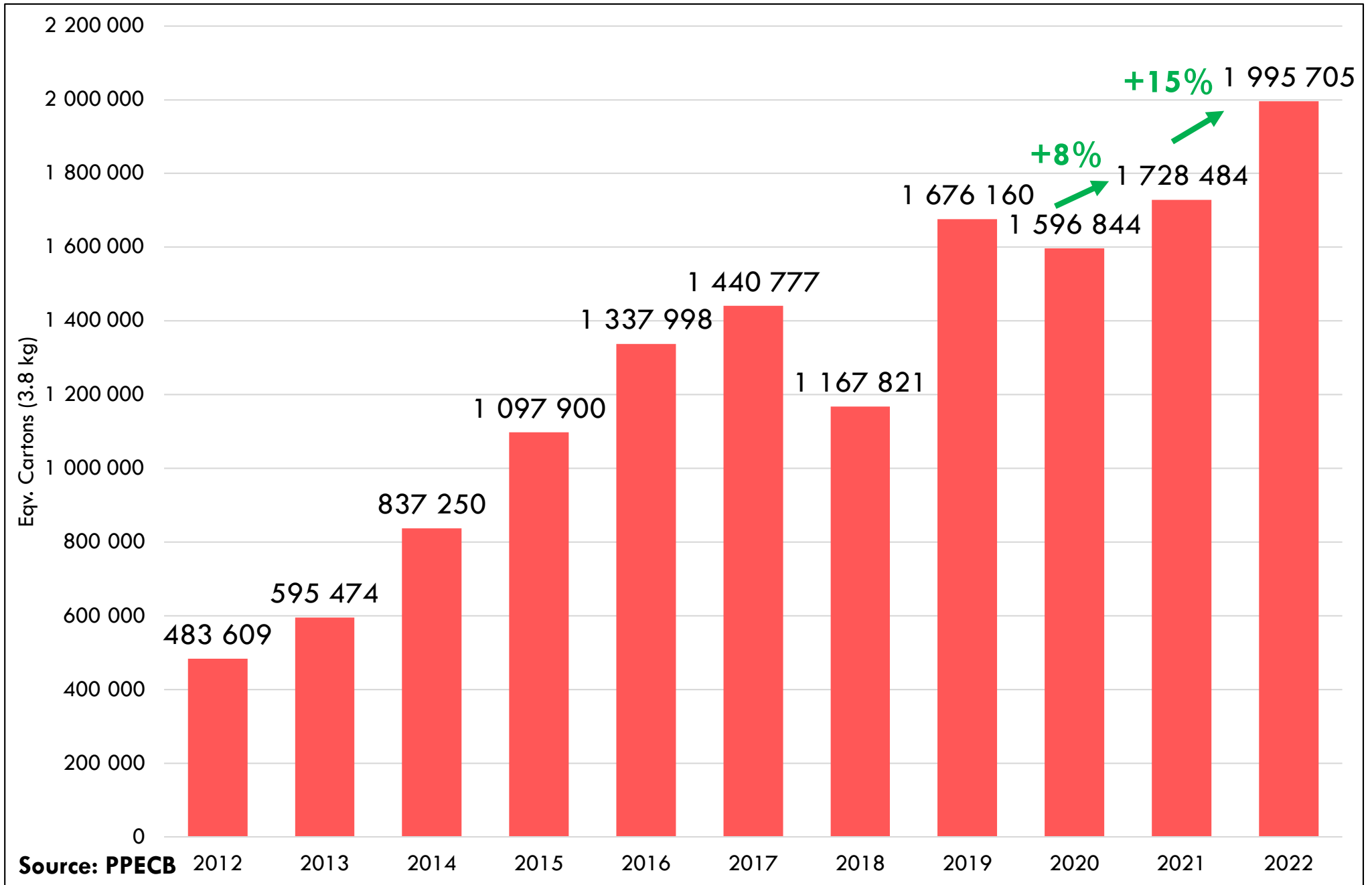


Orchard Age Distribution



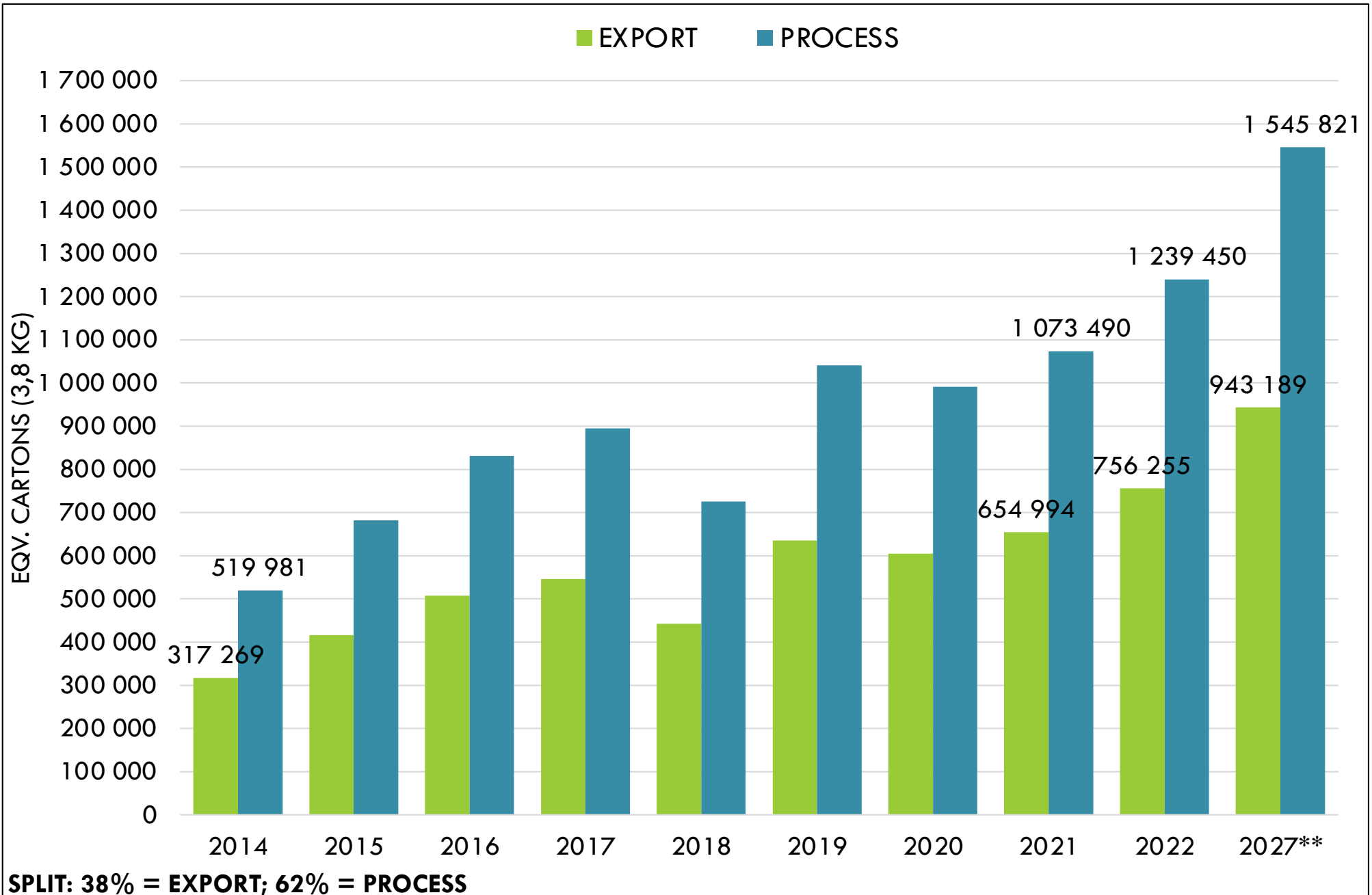


Total SA Exports (Eqv. Cartons = 3,8 Kg)





Mid Term Projection



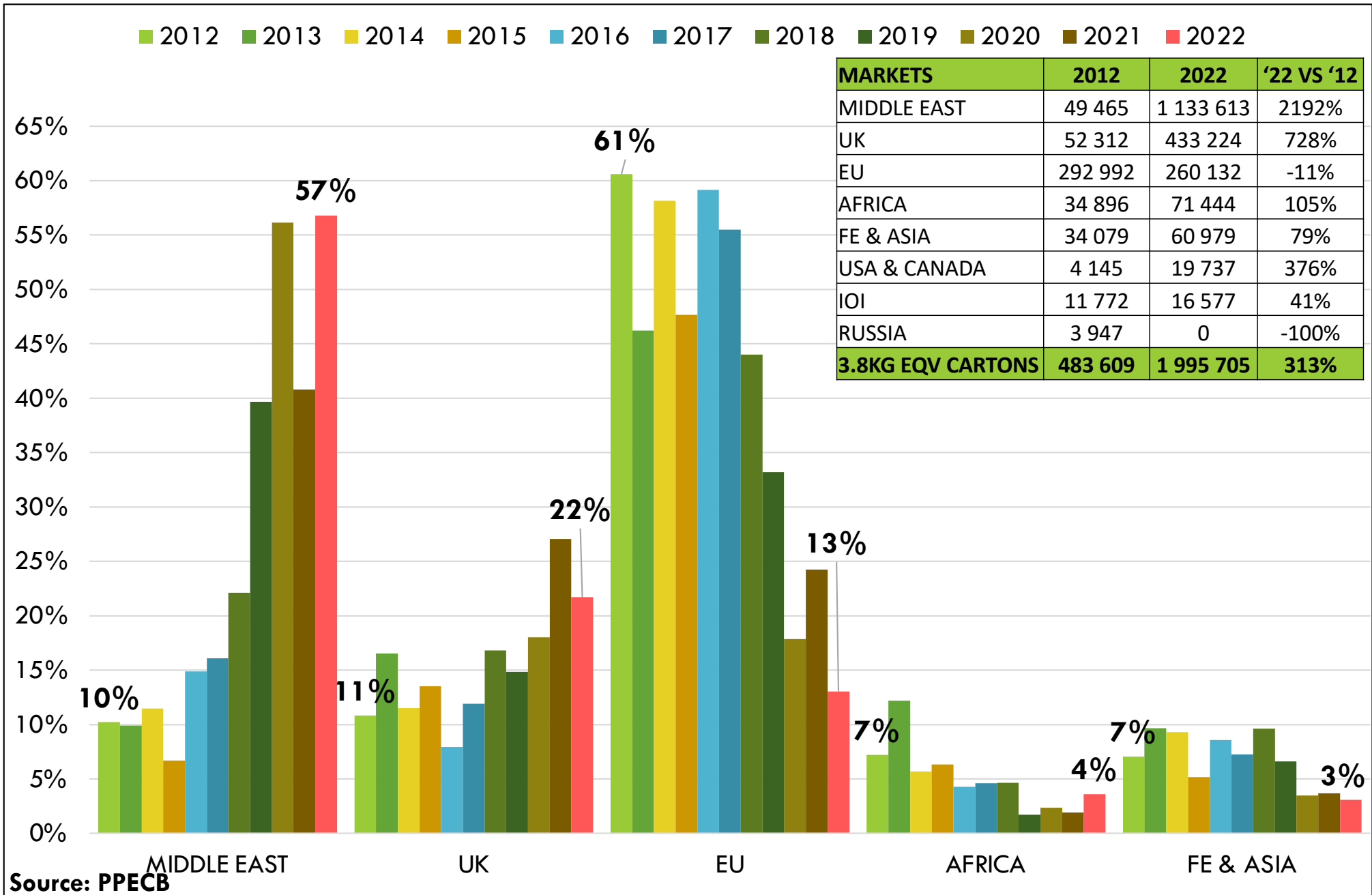


Exports per cultivar: 2017-2022

CULTIVAR	2017	2018	2019	2020	2021	2022	% CONTR.
WONDERFUL	931 273	851 291	1 157 104	1 185 249	1 280 305	1 517 669	76%
HERSHKOWITZ	304 066	169 143	269 604	190 542	228 880	220 072	11%
ACCO	181 487	111 496	234 640	202 501	171 745	196 231	10%
EMEK	0	0	0	0	16 021	24 529	1%
KESSARI / BAGHWA	1 676	16 512	1 511	2 202	7 847	9 187	0%
ROSY	7 895	0	0	290	3 947	7 895	0%
OTHER	14 380	19 379	13 301	16 061	19 737	20 123	1%
TOTAL 3,8 KG Eqv. Cartons	1 440 777	1 167 821	1 676 160	1 596 844	1 728 484	1 995 705	



Export Market Destination Trend





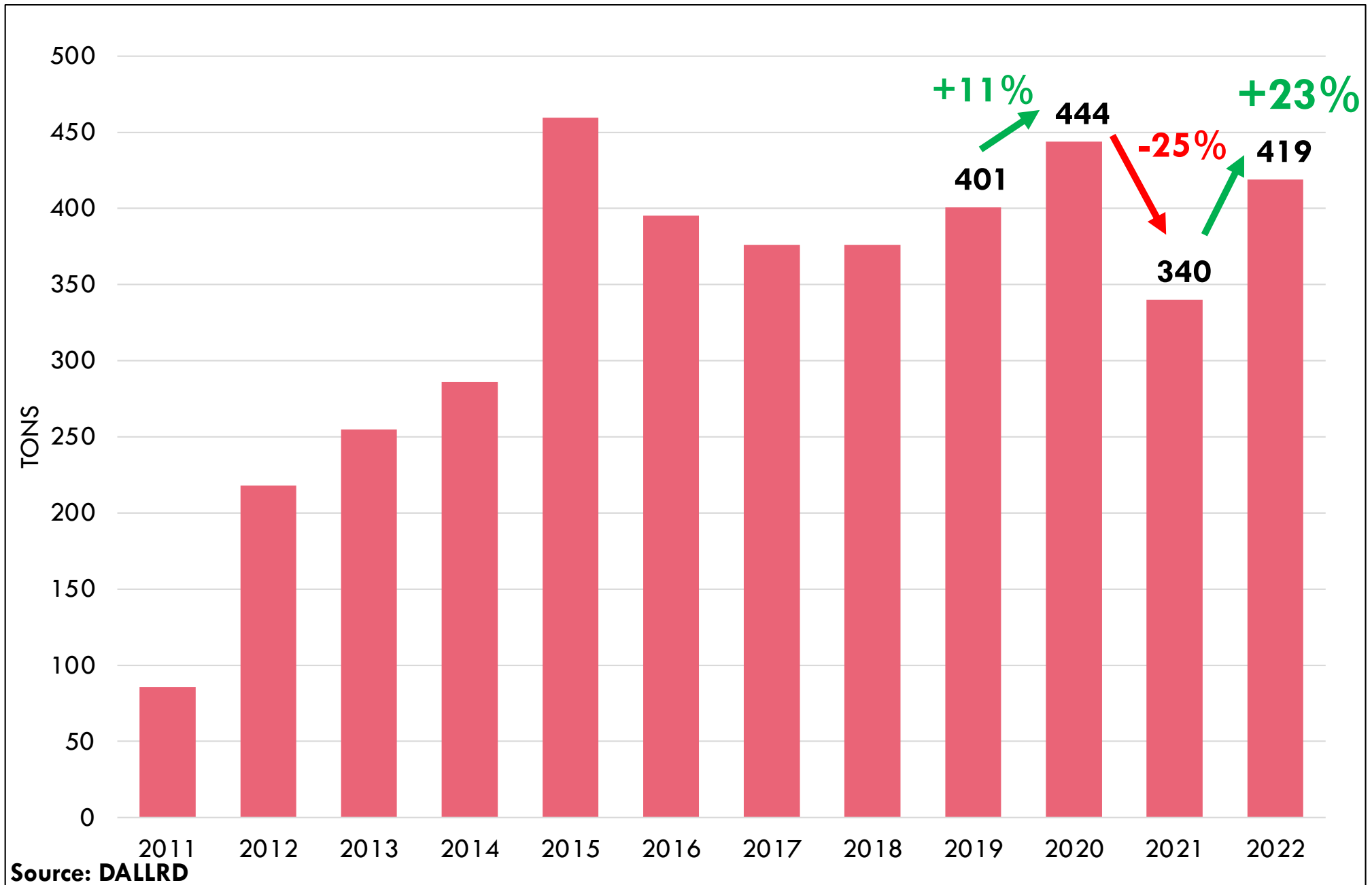
Pack-out % @ Packhouse

Cultivar	EXPORTS		LOCAL	% JUICE	% WASTE
	% FRESH Exports	% PROCESSED Exports	% FRESH Local		
Wonderful	28%	60%	1%	8%	4%
Hershkowitz	38%	53%	1%	6%	2%
Acco	32%	61%	1%	4%	2%
Emek	39%	52%	0%	5%	4%
Kingdom	24%	59%	0%	10%	8%
Grand Total	30%	59%	1%	7%	3%

Source: SURVEY



Local Market Trends: JAN – AUG tons

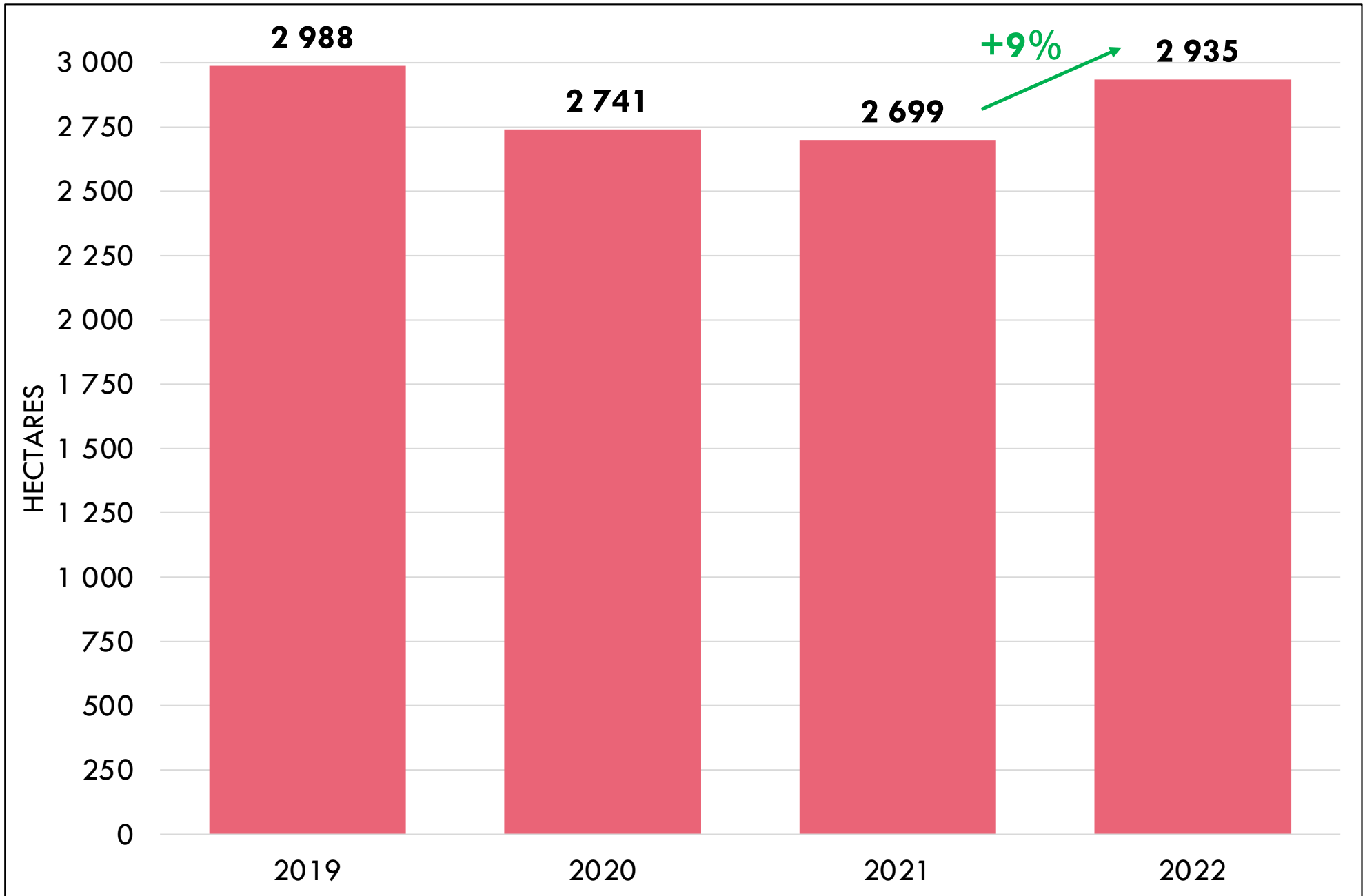


SOUTHERN HEMISPHERE EXPORTS



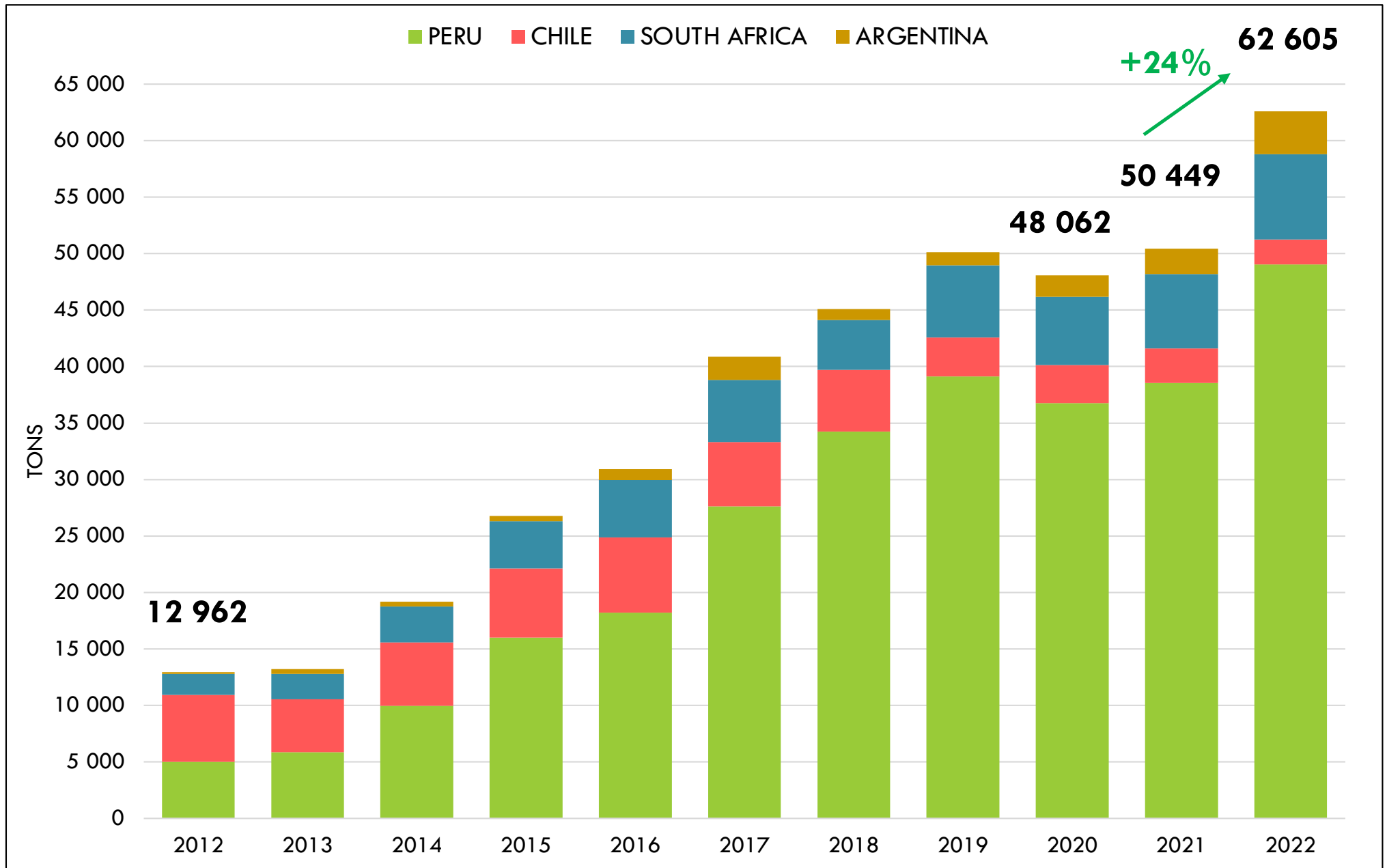
Peru area planted

2022
99.5% WONDERFUL
0.5% ACCO



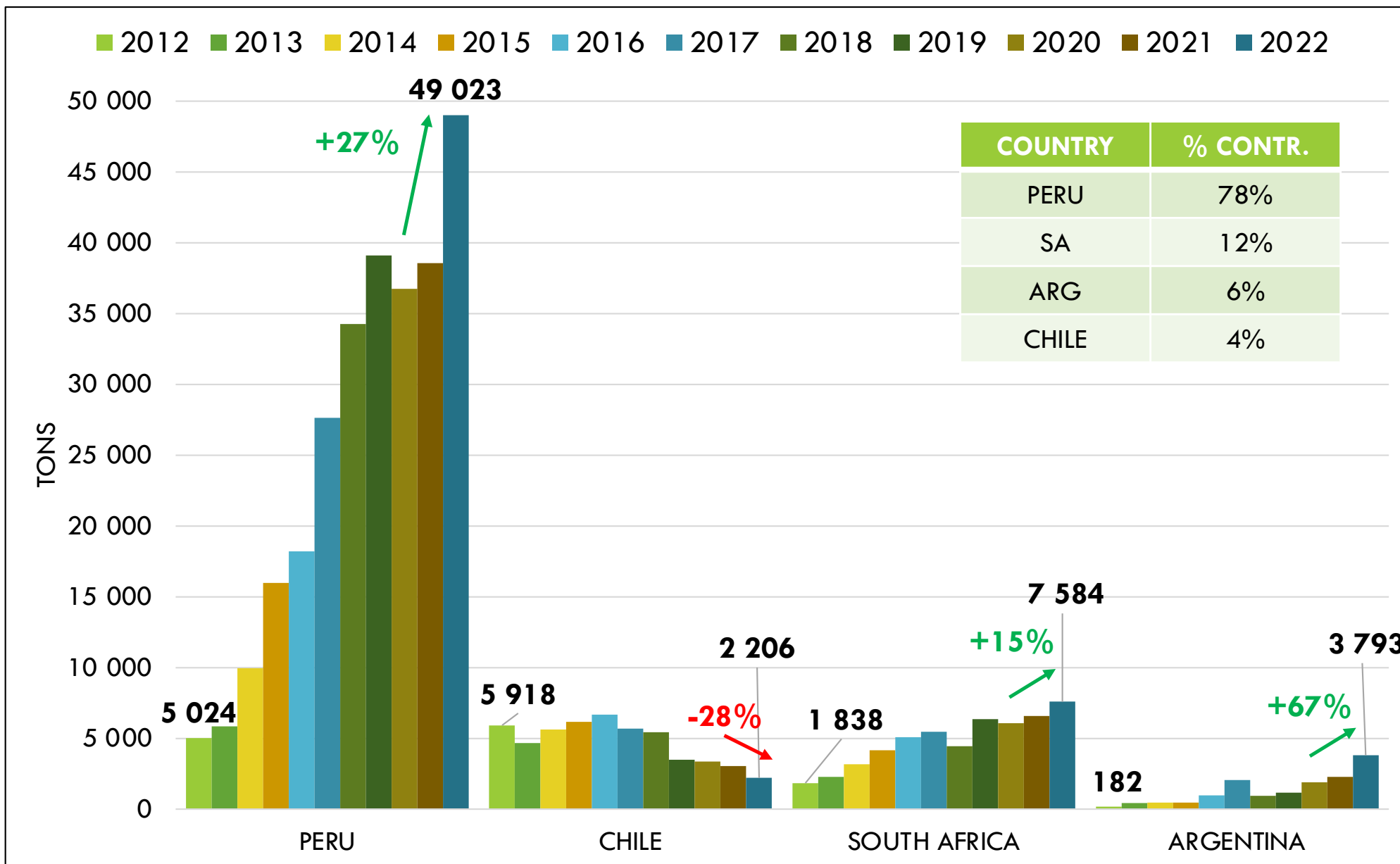


Total SA, PERU, CHILE & ARG Shipments to all markets - TONS



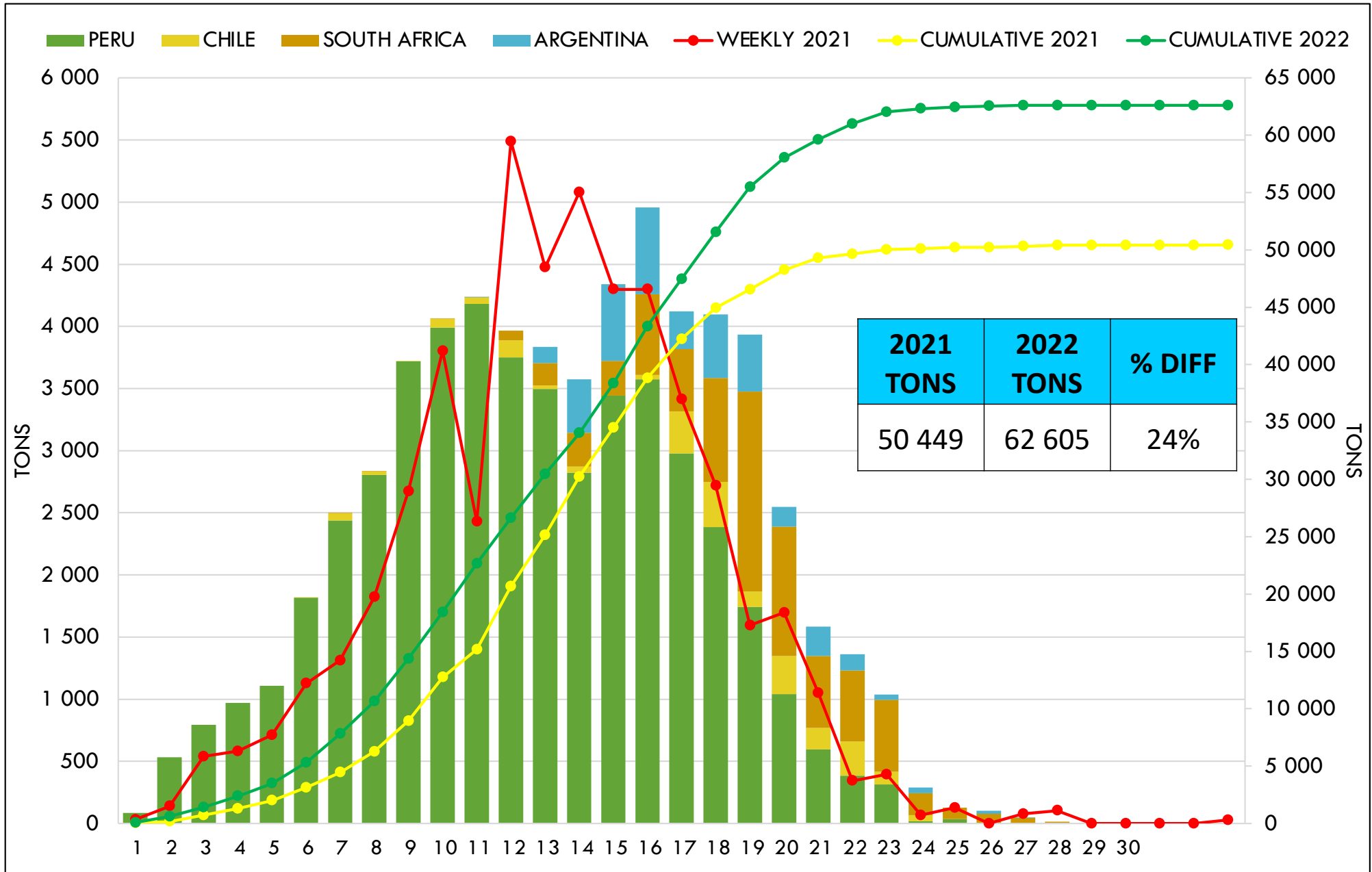


Growth in exports: Peru, Chile, SA & Arg – tons



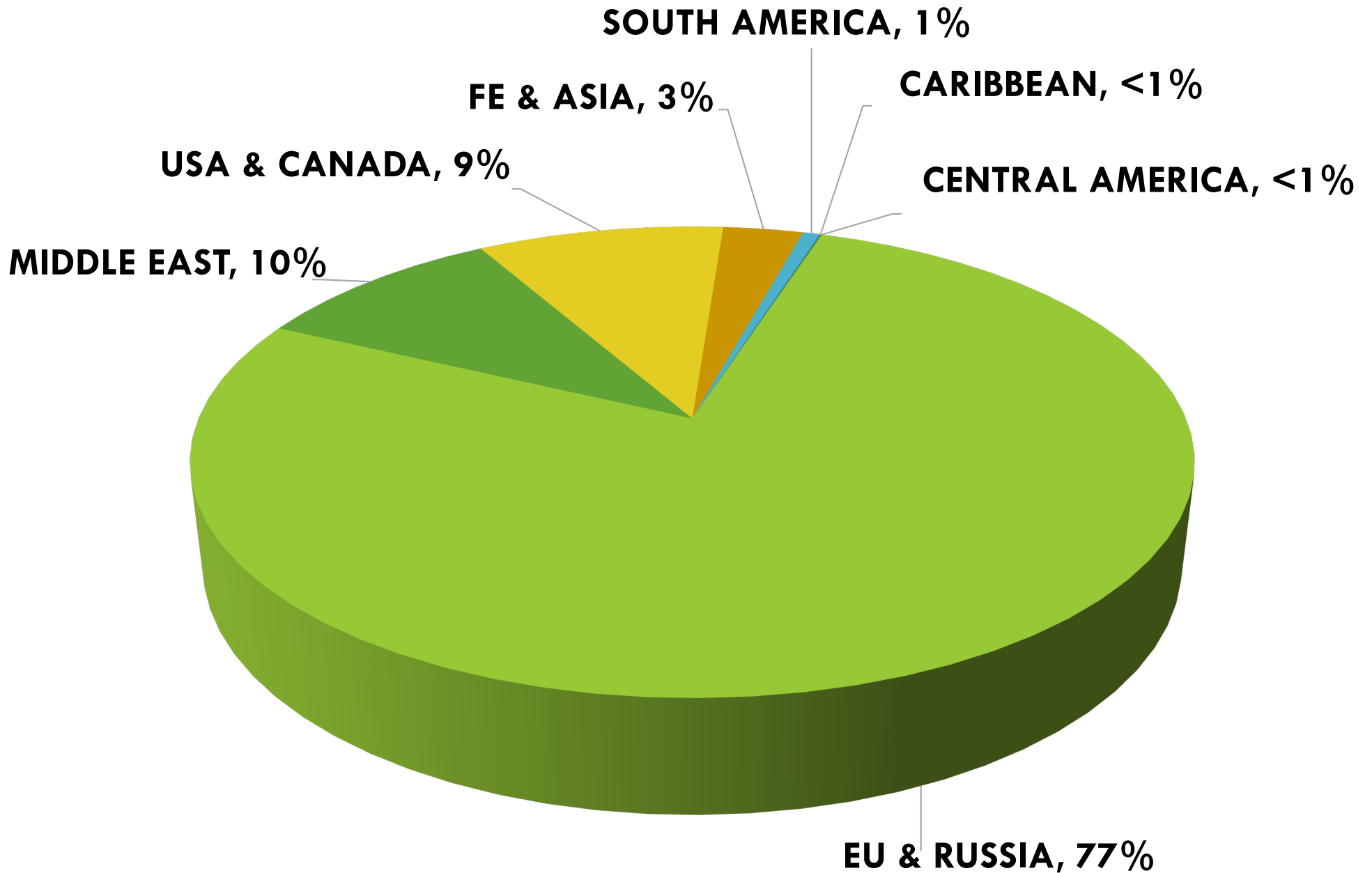


Weekly ETA exports of Peru, SA, Chile & ARG – 2022 - TONS



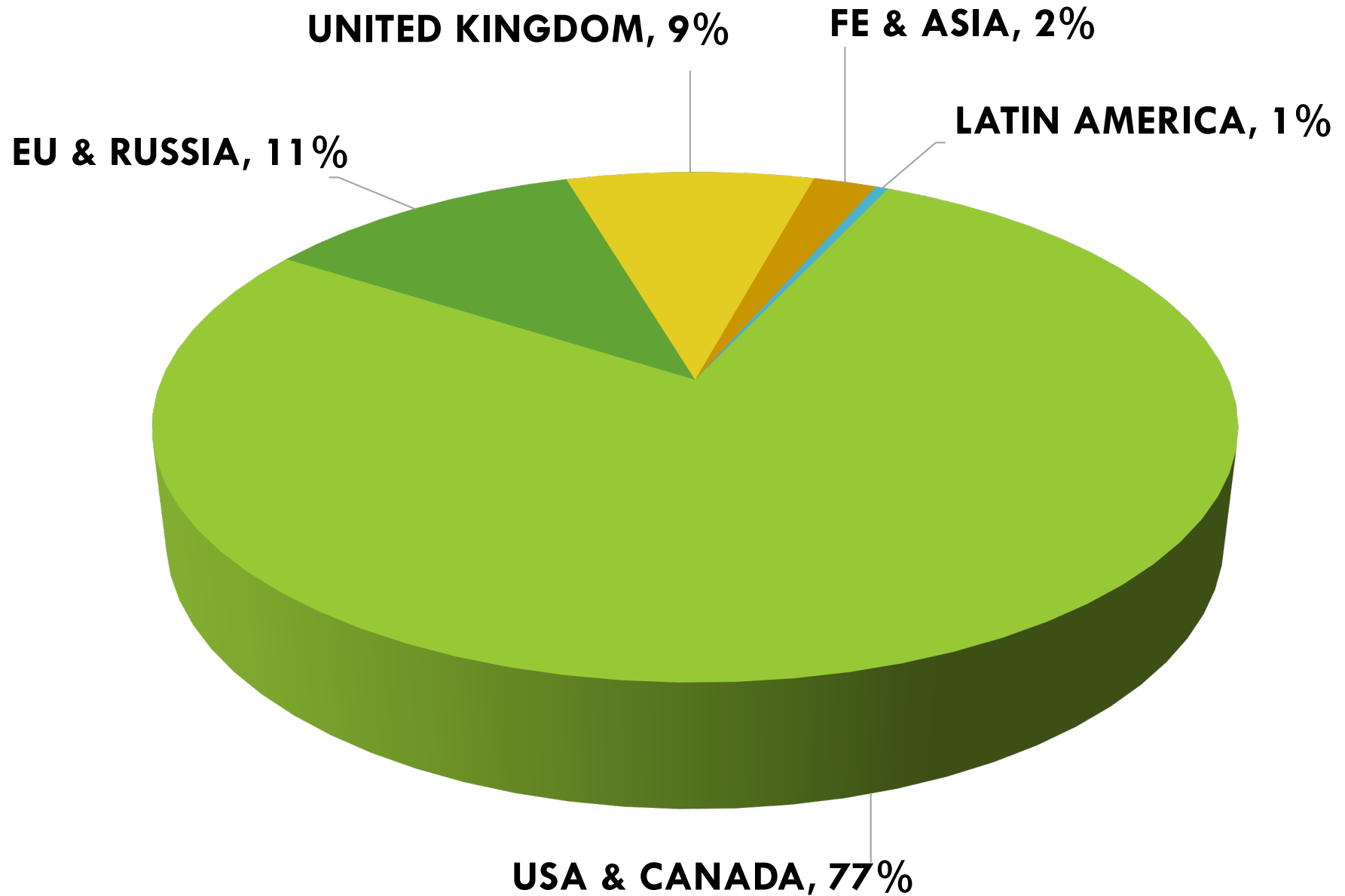


Peru exports per market: 2021



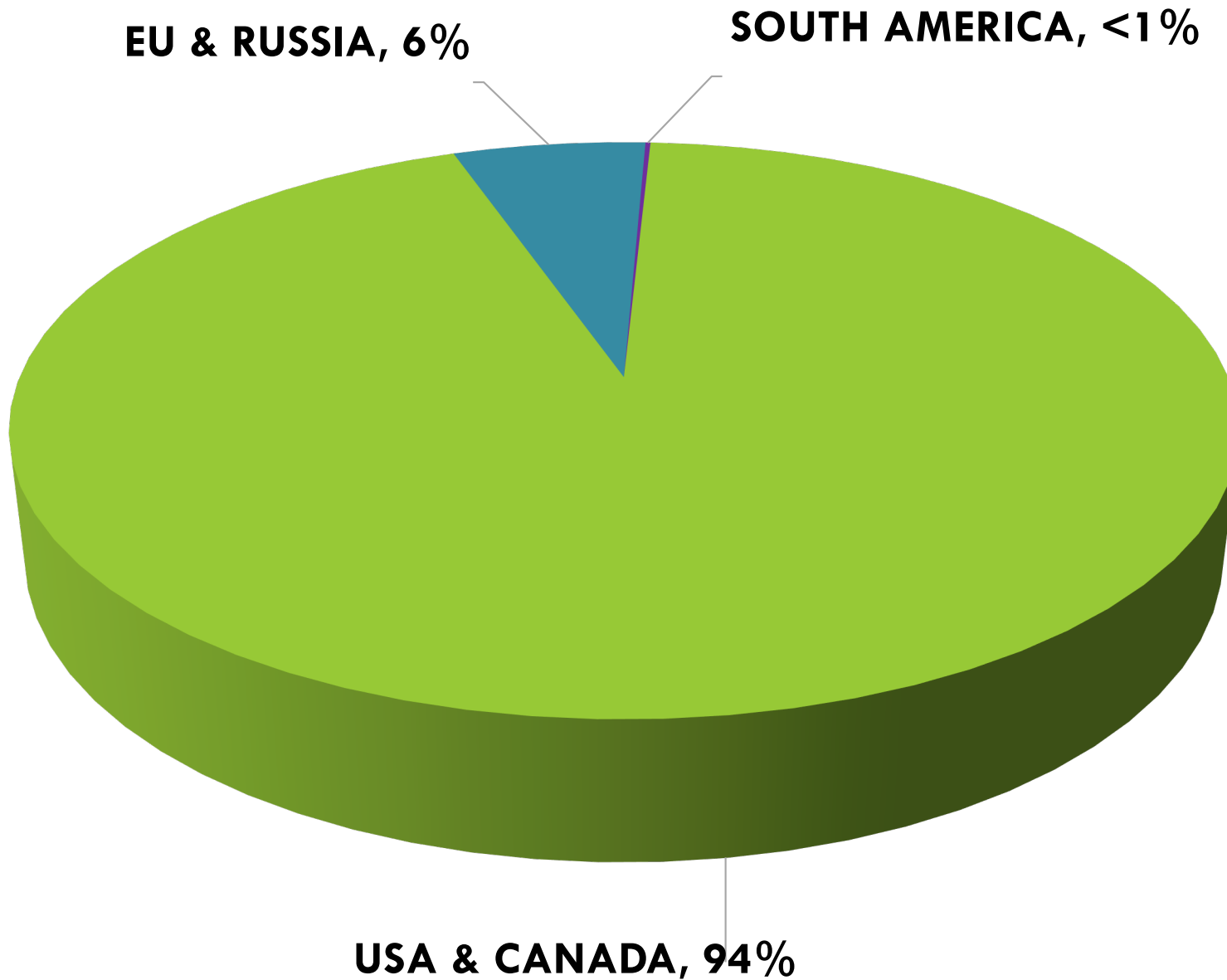


Chile exports per market: 2022



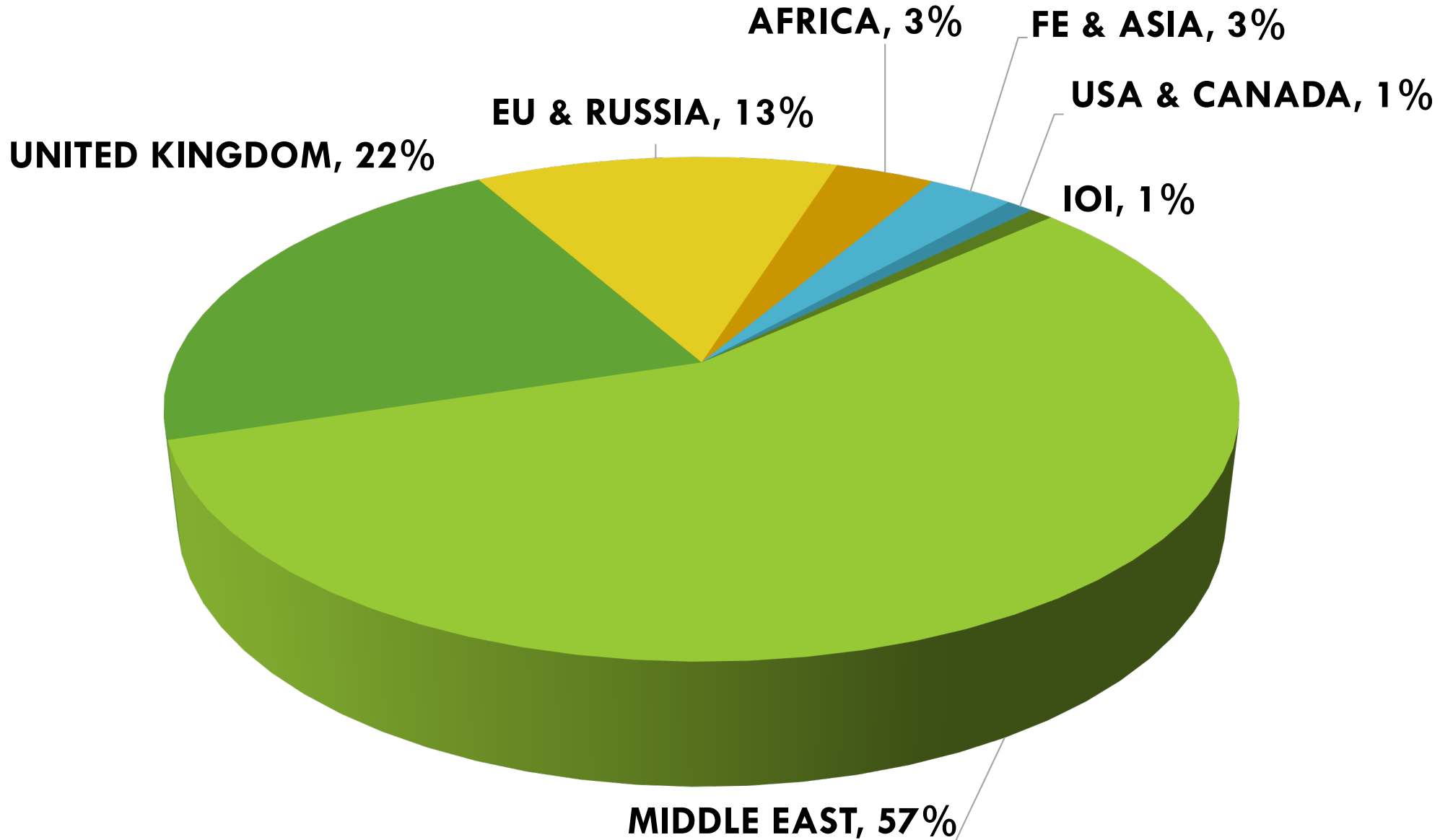


ARG exports per market: 2022





SA exports per market: 2022



THANK YOU

